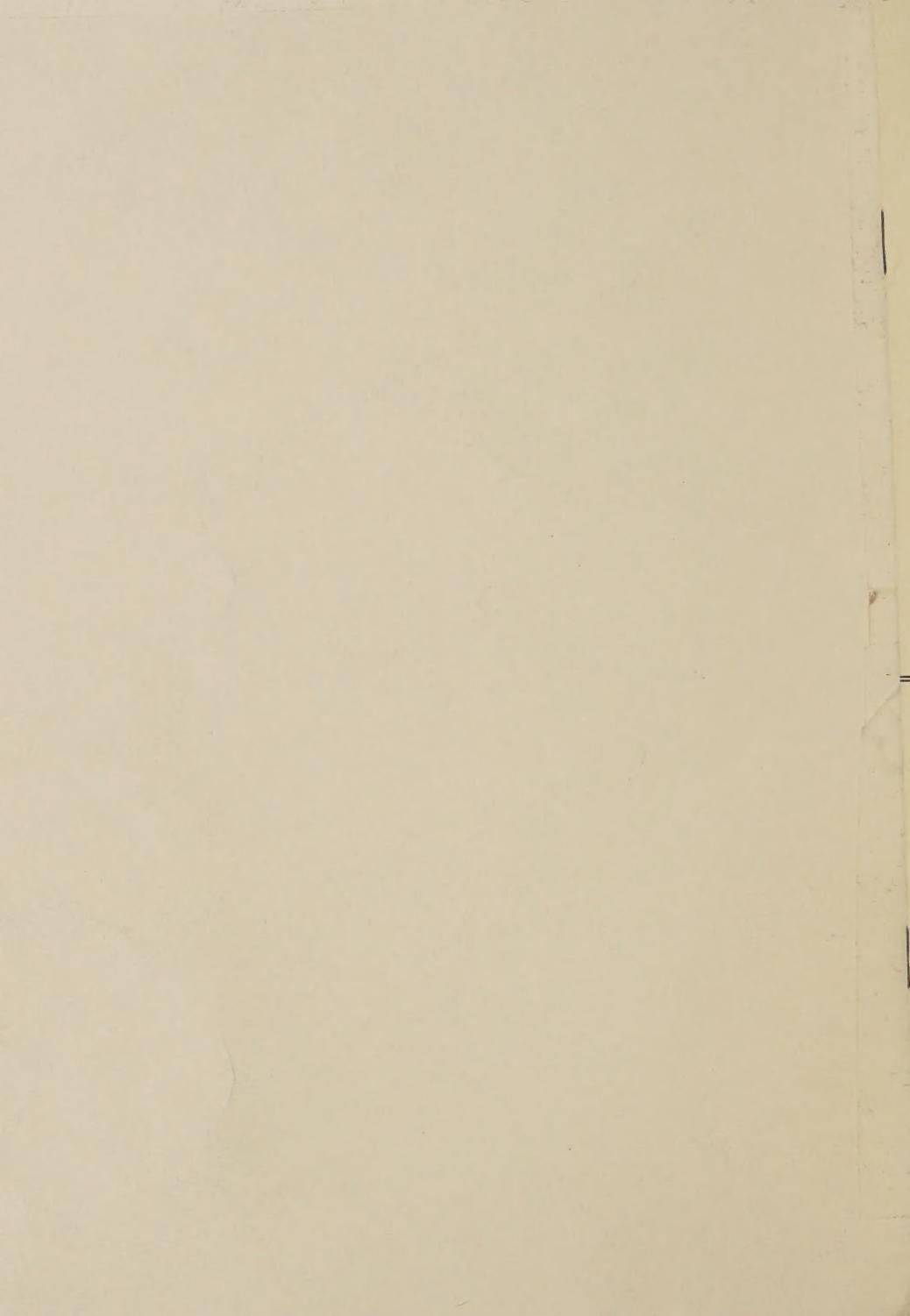


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Do not assume content reflects current scientific knowledge, policies, or practices.





BEGONIA, GIANT DOUBLE CAMELLIA-FLOWERED

The Story of  
*Tuberous Begonias*

by CARLTON E. LOWE

•

LOWE'S GREENHOUSE and NURSERY, CHAGRIN FALLS, OHIO

Telephone—Long Distance: Bainbridge 272

# BRILLIANT BLOSSOMS FOR SHADY NOOKS

TUBEROUS-ROOTED Begonias are the answer to the gardener's prayer for something that will bloom in the shade. They come in a very wide range of color and beautiful varieties of form, some of which look as if molded of wax, others so velvety that they seem to be cut from royal cloth. These facts, along with their simple cultural requirements, place them without a rival in the world of shade-loving flowers. They thrive in shady places without direct sunlight, so the north side of the house or hedge or under trees, wherever beauty and color are most needed, are the locations to grow these exquisite creations.

From July until frost the Tuberous-rooted Begonias are in bloom and flower-lovers will find a trip to Lowe's lath-house well worth while during that time. Besides viewing the Begonias visitors can inspect the trials we are carrying on with Fuchsias (125 varieties at present), Heliotropes, Toreniyas, Impatiens, Browallias, Streptocarpus, and all other plant types we are testing for shade.

Visitors are always welcome, Sundays as well as weekdays. We have now completed a picnic-ground with arches, tables, etc., under the lath-house for the convenience of garden clubs, groups, or individuals who wish to hold meetings there or rest amid the beauty. Come and bring your friends.

If your hobby is "pictures," the lath-house full of bloom affords grand subjects for color photography. We also display our Begonias in the very latest type crystal and pottery vases and bowls all of which can be photographed in full color.

We have added a Gift Shop dealing in the newer type arrangers and containers, which the flower-lover needs to get the most from flower arrangements. In the Shop we are stressing the leading lines of accessory materials, such as Crystal by Duncan-Miller, Pottery by Roseville, Metal Containers from Chase Brass & Copper Co., along with purely Gift Novelties.

**LOWE'S Greenhouse and Nursery • Chagrin Falls, Ohio**  
*Specialists in Tuberous Begonias and Potted Annuals*



CARLTON E. LOWE

The business of growing Tuberous-rooted Begonias from seed in this country was an idea I picked up in Belgium while in the American Army during World War I. Upon my return from service, I imported seed from the Belgian I had discussed the matter with, and started trying to grow Tuberous-rooted Begonias. After eight years of discouraging trials I at last produced a few plants that bloomed. Then, by constant vigilance and some help from very good friends, I at last succeeded in putting the Tuberous-rooted Begonia across in this country.

By constantly working with the shade-loving Tuberous-rooted Begonia, I began to realize that there are a great many shady places around a home that have been neglected, so am trying to help those in that predicament by growing all the good shade-loving annuals I can find. With the above as a foreword, I wish to express my sincere thanks to those customers who have so kindly recommended the Tuberous-rooted Begonia to their friends and have also referred them to Lowe's Greenhouse and Nursery.

## BEGONIA CRISPA



Begonia  
crispa  
25c. each

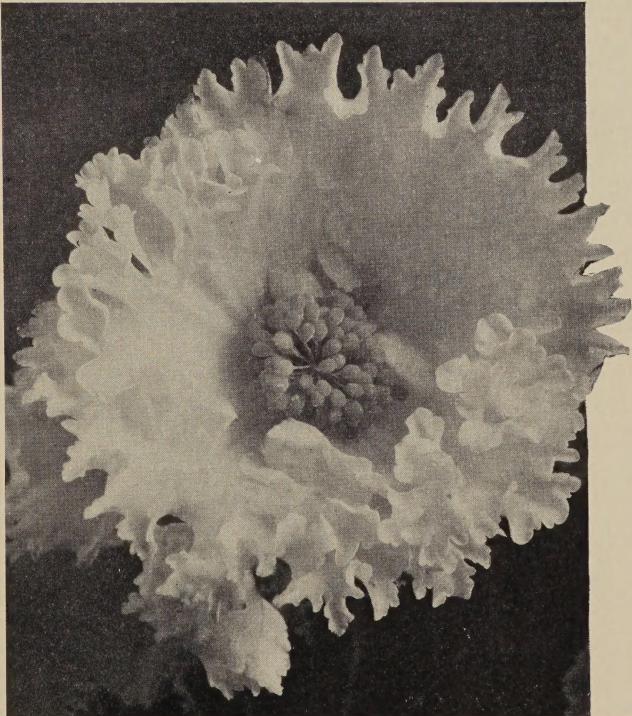
## BEGONIA CRISPA UNDULATA

A good-sized single ruffled type. Although blooms are not quite as large as Begonia crispa, it is fully as pretty, for it has a ruffled edge, which makes up for its slightly smaller size. This type is in special demand for corsage work.

This variety is available in the following separate colors:

Crimson Yellow Orange  
Scarlet White Pink  
Rose Salmon Copper

Begonia  
crispa  
undulata  
25c. each





Begonia, Fascination or Crispa undulata marginata. 25c. each

### BEGONIA CRISPA CRISTATA

In this variety the male bloom has two small petals on the sides, with the top and bottom ones somewhat larger. Together they look as if someone had taken several petals and shirred them together and then pasted them to the base of other petals, giving a tufted or coxcomb effect. The blooms measure 3 to 5 inches across. Available in separate colors as follows:

Crimson	White	Pink
Yellow	Copper	Orange
Rose	Salmon	Scarlet

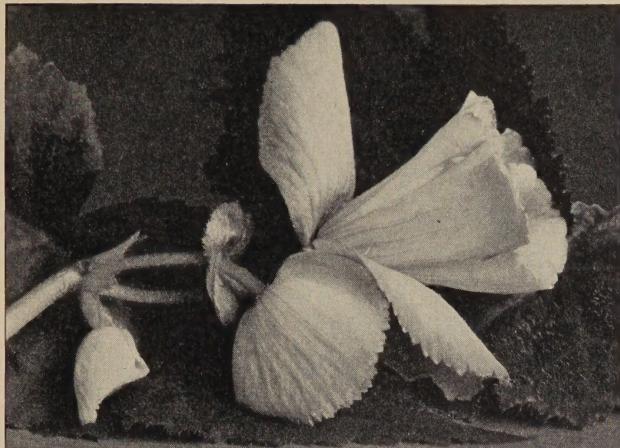
Begonia crispa  
cristata. 25c. each

### BEGONIA CRISPA UNDULATA MARGINATA

This variety is of the single ruffled type, but with very distinct markings. The yellow one is lemon-yellow from the center of the bloom to within one-quarter inch of the edge, which is reddish bronze, making a very striking color combination. The white is white from the center to within a quarter of an inch of the edge, which is clear pink. This type or variety is generally the first seen when visitors enter our greenhouse. Everyone seems to single out and exclaim over this variety, regardless of where it may be located.

Available this year only in yellow and white mixed.





Begonia crispa narcissiflora. 25c. each

### BEGONIA CRISPA NARCISSIFLORA

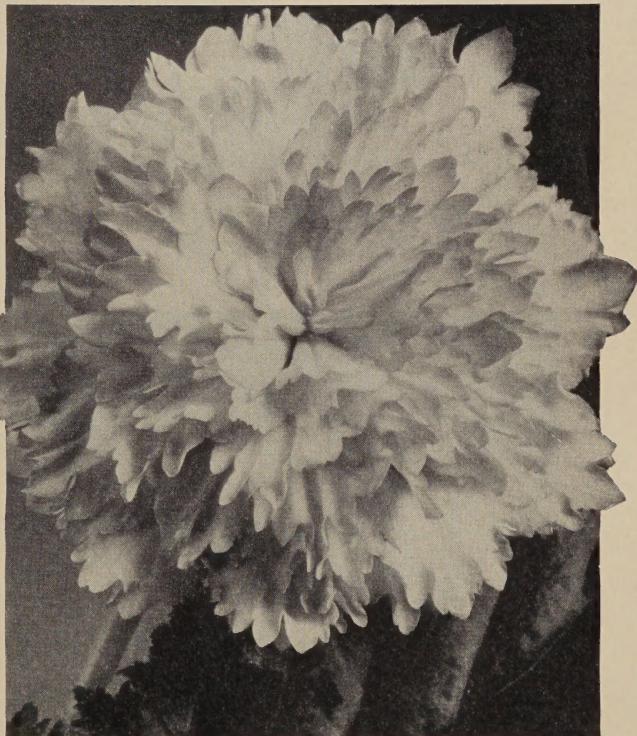
One of the newest types developed, with the center petals arranged somewhat like the trumpet of a daffodil, hence its name. Upon seeing this type in bloom, especially in the pastel shades, people always remark upon its resemblance to the orchid, with its flaring structure or formation. Comes in separate shades.

Yellow-Salmon Shades  
Salmon Shades  
Orange-Salmon Shades  
Red Shades

### BEGONIA FIMBRIATA PLENA

This is the Double Ruffled or Carnation-flowered type, having full double flowers with fringed petals resembling a carnation. It is the most popular and sought-after white variety for bridal bouquets. It is one of the varieties you will just have to have, once you have seen it in bloom. Available in the following colors:

Dark Red	Orange
Yellow	Scarlet
Rose	Salmon
White	Pink
Copper	Blush



Begonia, Double fimbriata plena, Carnation-flowered. 25c. each



Begonia,  
Giant Double or  
Camellia-flowered  
25c. each

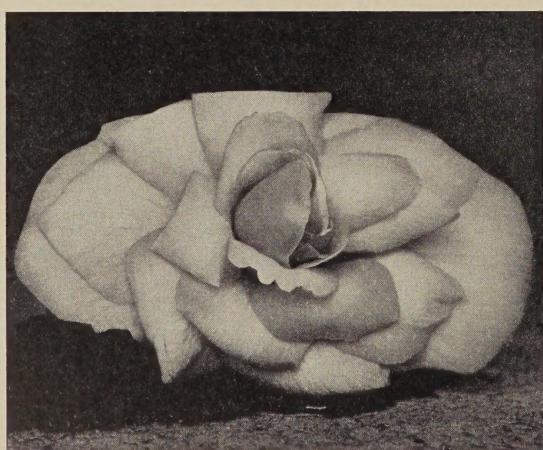
### BEGONIA, GIANT DOUBLE or CAMELLIA-FLOWERED

The blooms run from 5 to 8 inches across, and it is by far the most popular and sought-after of the whole Tuberous-rooted family. In some, the solid mass of velvety petals resembles a very double rose,

some are like water-lilies, while others resemble the popular gardenias and solid-colored camellias. All are very beautiful. Available in the following separate colors:

Scarlet	Crimson	Light Pink
Carmine	Salmon	Copper
Rose	White	Yellow
Orange		

Also in various combinations of blended shades, such as: Flame-Orange, Yellow-Salmon, Copper-Salmon, Crimson-Rose, etc.



Begonia, Rosebud. 25c. each

### BEGONIA ROSEBUD

This is the rosebud type. It is a very sturdy grower with the bloom appearing much like a half-open rose of most exquisite form. This variety is distinct from Camellia-flowered types because of its two-toned pastel shades, the face of the petals being a soft light shade, while the back is a deeper blending shade, giving a remarkable bicolor effect. It is available in the following shades:

Blush	Light Salmon
Pink	Dark Salmon
Rose	



Begonia, Double Picotee. 25c. each

## BEGONIA, DOUBLE PICOTEE

This group was developed by crossing the large Camellia or Giant Double-flowered type with the old Marmorata type, which had a smaller bloom marbled in pink and white. The result was a flower slightly smaller than the Giant Double or Camellia-flowered type but keeping to that form with two-tone color combinations, either marbled, spotted or edged. Truly a real addition to the solid-colored Tuberous-rooted Begonia family. This year they will be available with the following shades predominating:

Red Shades

Rose Shades

Apricot Shades

Salmon Shades

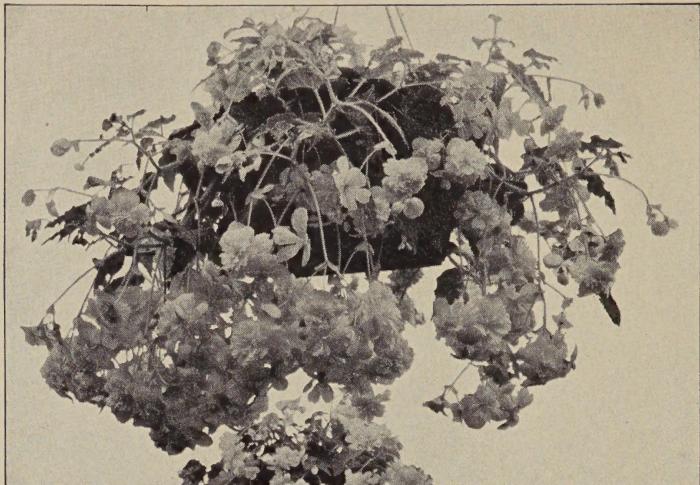
### TUBEROUS-ROOTED BEGONIA LECTURES

We have compiled an illustrated talk on Tuberous-rooted Begonias and shade-loving companion plants which is available to garden clubs and groups interested in cultural information or civic and service clubs that are interested in a program with something different and entertaining.

Over a period of years, we have assembled a motion-picture film dealing with the care and culture of the Tuberous-rooted Begonia. The first half of the film shows planting, transplanting, and potting of the seedling plants. The last half, in natural color, shows methods of use, such as found in plantings, flower arrangements, and corsage designs.

The program, consisting of the movie and the lecture, usually takes about one hour, after which I am glad to answer any questions relative to the subjects discussed. This, of course, varies in time consumed but is always very interesting to the assembly. These talks are available at all times of the year except during May or June. Usually the summer months are most suitable, for, at that time, we have plenty of bloom with which to prove our story.

There is a charge for these lectures, for transportation, and a small fee which we use to constantly increase and improve our film.



Begonia pendula. 25c. each

### BEGONIA PENDULA

The hanging type. Blooms are generally 2 to 3 inches across, hanging from thin, wiry stems that swing and sway in the breeze like a pendulum. At first this plant will grow upright but as the season advances the stems lengthen and droop from the weight of the bloom. This

Begonia, with its myriads of drooping flowers, makes an ideal variety for the edge of a porch-box or the sides of a hanging-basket. A shaded spot in the rock-garden, where the sprays of bloom can droop over a rock, is just about as satisfying a location as one could imagine.

Available in:	White	Pink	Rose
Yellow	Orange	Scarlet	Crimson

### BEGONIA MULTIFLORA NANA

This group of Tuberous-rooted Begonias is not altogether new but until recently has been very little grown in America. They differ from the Large-flowered types in having a dwarf, bushy growth and are covered all summer with a mass of small flowers from 1 to 2 inches in diameter. The character of growth makes them

desirable for borders of the Large-flowered Tuberous-rooted Begonia bed, and we find they will stand a trifle more sunlight and a little drier atmosphere which makes them very suitable as shady porch-box material. This year available in mixed colors only.



Begonia multiflora nana. 25c. each

# TUBEROUS-ROOTED BEGONIAS

## Cultural Information

This is what experience has taught us as the most successful culture of Tuberous-rooted Begonias in the northern half of the United States, especially in and around the region of the Great Lakes:

The plants, when started, should not be planted outdoors until June 1, as a sudden drop of temperature that we are apt to have before June 1, would give them a very definite check. This can be avoided by waiting a few days longer for more settled weather. They must be planted in shade, receiving good light but no direct sunlight—the north side of a wall, hedge or building or under trees, provided the branches are not too close to the ground where the light is broken up by filtering through leafy branches. They also must have good air-circulation but dislike strong wind, as that may snap the stems at top of the soil. It is well, on planting outside, to stake immediately, especially if they receive any amount of breeze, for the continual swaying is apt to injure cells at top of ground, and with an excessive rainy spell thereby provide an entrance for damp-off fungus. By keeping them staked, this can be nearly all prevented. The plants require a porous, well-drained soil such as  $\frac{2}{3}$  stone or gravel (garden pea to hickory nut in size),  $\frac{1}{3}$  clay loam,  $\frac{1}{2}$  rotted cow-manure or Peat Moss. If cow-manure is not available, use Peat Moss for humus and then add 1 pound Super Phosphate to 1 bushel of soil for fertility.

These plants are heavy feeders and can take a good deal of water, as the succulent-type foliage will indicate, but I would advise growing on the dry side until experience has taught how much water they should receive. If you want to give supplementary feeding, I find that liquid cow-manure-water, applied once a week from forepart of July on, is very beneficial. However, I find that more damage is done by over-feeding than by under-feeding. When first planted outdoors, keep surface of soil only moist until the plants have become well established, then heavier waterings may be justifiable.

One very important thing to remember with regard to cultivation is that it is best to just pull the weeds that grow around the plant, but do not disturb the soil any more than is necessary. Don't hoe or loosen the soil around the plant, trying to get rid of weeds that way, as the Tuberous-rooted Begonia is a very shallow-rooted plant and any disturbing of the soil surface is bound to break or injure a good many of the small feeding roots of which some will appear at the surface. So don't cultivate; just weed.

As the season advances and we run into hot, dry weather, oftentimes buds form but drop off before they have opened, and this is due almost entirely to the lack of humidity in the air. This can be overcome to a great extent by spraying the blooms and foliage with a fine misty spray once or twice a day, raising the humidity around the plant. Don't spray enough for much water to reach the soil. This is the main reason why the Tuberous-rooted Begonia does not make a good house-plant—the atmosphere is altogether too dry in the average home.

The Tuberous-rooted Begonia blooms appear in clusters of two or three to the stem, the larger center one being the male bloom and the one or two side ones being the female. The female blooms very rarely have more than five petals, regardless of variety, and are a great deal smaller. They are not essential because both male and female blooms lack honey and odor, and do not attract the bees, which, in turn, do not carry pollen, and so it is very rarely that the female bloom develops seed under these

conditions. Therefore, to get the best and biggest bloom, remove the small female bloom as soon as possible. In other words, disbud as you would roses or chrysanthemums. This will increase size and lasting qualities greatly.

If Begonias are to be used as cut-flowers, pick early in the morning, leaving at least  $\frac{1}{2}$  inch of stem on plant, which will mature and fall off, leaving no open wound. Spray the blooms lightly with water as they absorb more moisture through the petals than through the stem, then place in refrigerator for a period of 2 to 3 hours to help them harden up. When needed they may be removed and used for table decorations, bridal bouquets, corsages, etc., holding up much longer than any other flower at this time of year. If they have wilted some during the day's wear, spray again with water and place in ice-box to revive. It is possible to use same corsage two or three times.

The Tuberous-rooted Begonia will bloom from planting-time until frost cuts it down in the fall, increasing in size and in number of blooms as the season advances. Normally, the plants mature about the middle of November, but in most localities we have frost much before that time and therefore the bulbs are not mature, making it very difficult to carry them through the winter, so people have begun, in many cases, to consider them as annuals, trying to carry over all the bulbs possible, but realizing they are not apt to have much success.

If desirous of carrying over some special or individual bulb, try, by digging plant before frost with a large ball of soil, and potting or placing in a box, and gradually withhold water until growth has died down entirely. Then remove from soil, wash off, taking care not to bruise tuber, dry in sunlight for a day or two, and store in open boxes or baskets in a cool dry place, being sure all particles of stem are removed.

## Cut-Flowers

Tuberous-rooted Begonias are unexcelled as summertime cut-flower material because of their lasting qualities. They last from 5 to 10 days if floated in rose-bowls or shallow plates of water. Also wonderful material for corsages, brides' and bridesmaids' bouquets. The double and Fimbriata type are mostly preferred because of their slightly longer-lasting qualities. We ship freshly cut flowers from June 20 until frost to any place in the United States, using 12 to 14 large blooms of assorted or specified varieties or colors on a bed of white shredded wax paper, making a most beautiful gift-box.

Price per box \$2.00 F.O.B. Cleveland. Can ship to all parts of Ohio with great success by Express, and by Air Express to New York, Chicago, Philadelphia. Approximate Air Express to New York is \$1.50 per box, F.O.B. Cleveland; Chicago being \$1.25 per box, F.O.B. Cleveland.

## COMPANION PLANTS FOR SHADE



Torenia Fournieri

### Torenia Fournieri

An annual that thrives in both shade and sun. The bloom looks like a cross between a Snapdragon (with the tube-like structure) and a Viola with the sky-blue, dark blue, and white markings. This is another blue flower that combines well with the Tuberous-rooted Begonia, both in bedding and as a cut-flower. This is one of the lesser-known annuals that we never seem to have enough of. Growing height 1 to 1½ feet.

Prices: 2½-in., 10c. each; \$1.00 per doz.



Browallia speciosa major

### Browallia Speciosa Major

Another blue annual that grows best in partial shade. The flowers are a bright blue with a small amount of white in the throat and vary from a nickel to a quarter in size. A very profuse bloomer and exceedingly good as a cut-flower, with stems from 4 to 8 inches long. Works in well with most all short-stemmed flowers to give that *real blue* which we sometimes have difficulty in finding. Growing height about 2 feet.

Prices: 2½-in., 10c. each; \$1.00 per doz.



Heliotrope

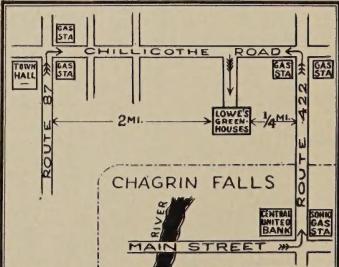
### Heliotrope, Royal Fragrance

This is another old plant that has lost favor because people planted it in the sun, but is now rapidly coming into its own again when planted in partial shade.

As long as Tuberous-rooted Begonias have no odor nor blue shades in their color-range, we suggest using a few Heliotrope, Royal Fragrance (the most sweet-scented and darkest blue), planted in the same bed to give the contrasting blue and the sweet Heliotrope odor.

Truly one of the old favorites that still can't be beat if planted in partial shade.

Prices: 2½-in. pot-grown plants, 10c. each; \$1.00 per doz. 4-in. pot-grown plants, 35c. each, and some larger sizes at proportionate prices.



### How to Reach Lowe's Greenhouse

Follow Route 422 to Route 306, 3 miles east of Chagrin Falls, Ohio; turn north for ½ mile. Greenhouses are on west side of road. You are always welcome.

# BEGONIA PRICE-LIST • TERMS OF SALE

## Your Choice—Any Kinds or Colors

Specimen Seedling Plants, from 3-inch pots, all types and colors, at these prices:

Plants—25c. each, \$2.75 per doz., \$18 per 100

3 per cent Ohio Sales Tax must be paid on all retail orders from Ohio. Terms cash or satisfactory reference. Shipping orders must be for 6 or more plants

### Shipments by Express

Shipments will start about June 1 and continue in rotation as fast as plants can be packed. No shipments will be made on Friday or Saturday. No less than 6 plants shipped.

All plants are shipped by Express, charges collect.

Plants are carefully packed as follows: The 3-inch clay pots are removed and the ball of soil carefully transferred to a 3-inch paper pot. Then each plant is wrapped individually and packed upright in a well-ventilated crate. No charge is made for this crating. We have made shipments as far as Washington State, and material arrived in perfect condition.

### Trueness to Name and Color

No warranty can be made as to trueness of color and type, but all possible precautions are taken to insure trueness. Seedling plants come 95 per cent true. Claims, if any, must be made immediately upon receipt of goods. In no case will we be responsible for more than the purchase price of the stock.



### FLOWERING ANNUALS

#### Potted and Flattened Plants

*Hunnemannia*. (Potted only.) A wonderful yellow bedding plant for full sun. The best Poppy for cut-flowers.

*Verbena venosa*. (Potted only.) Combines wonderfully with *Hunnemannia* in a bed, giving the blue and gold effect. A hardy lavender-blue Verbena that grows upright.

*Ageratum, Midget Blue*. (Potted or flattened.) Most uniform in habit; truest in color. The best we know for narrow-ribbon planting in bed or border foreground.

*Snapdragons, Giant Rust-resistant*. (Potted or flattened.) In separate colors. By far the best for outdoor planting in this locality.

*Petunia*. (Potted or flattened.) All types and colors. Each type and color is grown separate.

*Ipomeas, Scarlett O'Hara, Pearly Gates and Heavenly Blue*. (Potted only.) These are grown in 3-inch pots and trained to a tall vine all ready to plant and tie to the lattice. For Victory—Red, White, and Blue Garden.

*Nicotiana*—Marigold—Zinnia—Calendula, etc.

**T**HIS picture presents the whole Lowe family—all interested workers and lovers of the beautiful blooms “Dad” raises under the lath-house.

The family will welcome callers and visitors to the greenhouses and lath-houses any time during the year. It is interesting to note the different ways in which their interest is shown.

**Patsy** is our “salesman” and really goes to town in that department; also makes cuttings and raises a few items herself—she is the “Baby Bear.”

**Ruth** is the “flower arranger and make-up artist,” also good at handling the Gift Shop—she is the “Middle-sized Bear.”

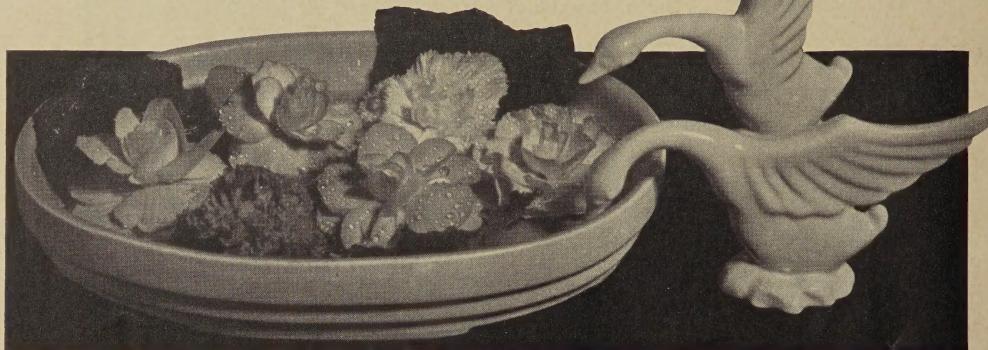
**Betty** stands next to her father and will see that the place is kept clean and the family fed and cared for.

**Mother Lowe** loves to meet people. Each person presents a new experience to her, and whether it is Begonias or Petunias she is showing, a satisfied customer is all she wants.

**Father** has to be “Foreman” of our ranch—to direct and see that all goes well—grower, lecturer, salesman, etc. “Jack of all trades” and master of growing the Tuberous-rooted Begonias.

### *Lowe's Begonia Blossoms*

Most exquisite and perfect flowers, long lasting and  
richest colors imaginable. Let us ship you a fresh  
box each week. Delight the whole family and friends.  
See page 9.



## TUBEROUS BEGONIAS

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LOWE'S GREENHOUSE and NURSERY  
CHAGRIN FALLS . OHIO

Telephone—Long Distance: Bainbridge 272

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*Typical Box of Lowe's Choice Begonias, \$2.00*

Lasting 5 to 10 days in summer, no other flower is quite so exquisitely satisfactory. Float in water,  
use in corsages, bouquets, or in the hair. Order a sample box, assorted or of the colors and types you  
prefer. The floral hit of the season. \$2.00.